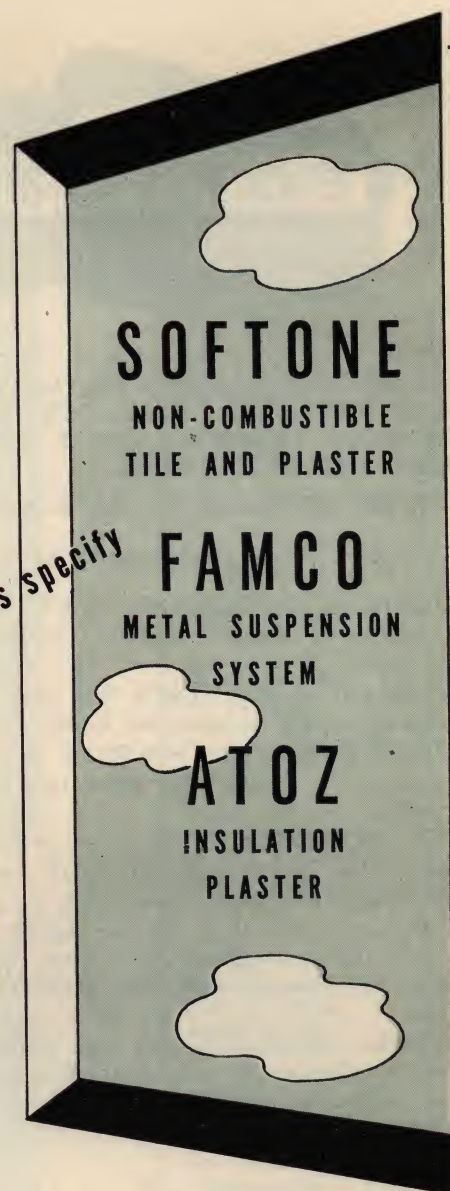
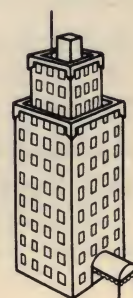
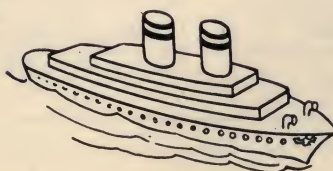


more and more "forward looking" architects specify



TURN TO THE PHOTOS, FACTS AND SPECIFICATIONS OF AMERICAN ACOUSTICS' PRODUCTS AND SERVICES





THE SUPERLATIVE ACOUSTICAL TILE THAT BLENDS SMARTLY WITH ALL ARCHITECTURAL INTERIORS

SUGGESTED SPECIFICATIONS FOR SOFTONE ACOUSTICAL CEILING WHEN CEMENTED

WORK INCLUDED: All ceiling areas and spaces as indicated in the room finish schedule or as otherwise noted in plans and specifications shall be treated with acoustical material as hereinafter specified.

MATERIAL: The acoustical material shall be SOFTONE tile, or equal, as manufactured by AMERICAN ACOUSTICS, INC. The tile shall be furnished in units, size 12" x 12" x 1", having beveled edges on all sides and slotted on two edges which receive fibre splines. The tile shall be composed of ground cork and a mineral cement binder. The tile shall be of such density as to prevent breathing and its resultant discoloration. The exposed face of the tile shall be factory painted sunny-white providing a light reflectivity of 85%. The noise reduction coefficient shall be not less than .65. The acoustical tile shall be incombustible, and capable of being repainted, washed, or cleaned without injury to the material or its acoustical efficiency.

APPLICATION: The tile shall be applied directly to a level brown coat plaster surface or rock lath base furnished in place by others, using an approved acoustical adhesive as recommended by the manufacturer. The tile shall be applied in straight lines or broken line pattern.

Acoustical units shall be laid out so as to leave borders of equal width on opposite sides of each area. The border units shall be the same as the field units and shall not be less than 4" nor more than 12" wide. Acoustical units shall not be required on sides or soffits of beams, ducts, cornices or pilasters.

Concealed splines shall be fitted into slots in the edges of SOFTONE so that one spline will engage the corners of four acoustical units and bring same to a true and level plane.

Where acoustical treatment intersects walls, ducts, columns,* etc., place cove molding, where specified, and securely fasten in position.

All work to be performed by factory recognized acoustical applicators in a satisfactory and workmanlike manner.

SUGGESTED SPECIFICATIONS FOR SUSPENDED SOFTONE ACOUSTICAL CEILING

WORK INCLUDED: All ceiling areas and spaces as indicated in the room finish schedule or as otherwise noted in plans and specifications shall be treated with acoustical material as described hereinafter.

MATERIAL: The acoustical material shall be SOFTONE, or equal, as manufactured by AMERICAN ACOUSTICS, INC. The tile shall be furnished in unit size, 12" x 24" x 1", and center scored to simulate 12" x 12" tile with edges beveled and kerfed on all sides. The tile shall be of such density as to prevent breathing and its resultant discoloration. The exposed face of the acoustical tile shall be factory painted Sunny-White having a light reflection of 85%. The noise reduction coefficient shall be .80. The acoustical tile shall be incombustible, capable of being repainted, washed, or cleaned without injury to the material or its acoustical efficiency.

APPLICATION: No cross furring, metal lath, or plastering is required in areas where acoustical materials is installed with Famco Metal Suspension System, or equal, consisting of Tee runners and Clip splines secured by hanger and channels from structure above.

1½" carrying channels shall be accurately leveled and spaced by others, not over 4' on centers, with the first channel not over 1' from the wall line. They shall be supported by ¾" round, mild, steel hanger rods or 1" x 3/16" flats spaced approximately 4' on center both ways. The Tee runners shall be placed 2' on centers and secured to the carrying channels by Famco Channel clamps. The acoustical units shall be supported continuously on the 24" sides with metal clip splines. Splines shall be installed between the units on the 12" ends completely sealing each unit to prevent breathing. The perimeter of each ceiling shall be finished off with a suitable molding where specified and securely fastened in position.

All work to be performed in a satisfactory and workmanlike manner, erected by approved and experienced applicators according to manufacturers instructions.

SOUND ABSORPTION COEFFICIENTS

Thickness	* Mounting	COEFFICIENTS						Noise Red. Coef.	Surface
		128	256	512	1024	2048	4096		
1"	10	.51	.88	.72	.71	.83	.74	.80	Factory painted two coats
1"	2	.10	.26	.72	.90	.75	.65	.65	Factory painted two coats
1"	1	.11	.26	.66	.90	.74	.79	.65	Factory painted two coats
1"	1	.07	.21	.57	.95	.89	.82	.65	Factory painted 2 coats plus 2 additional coats

In addition to our own tests, our products are also tested by independent laboratories throughout the nation.

We will be glad to mail copies of all reports as they are issued, or only on those products and tests that interest you.

Let us know which you prefer.

* #10, Metal suspension; #2 nailed to 1"x3" wood furring strips; #1 cemented to plaster.

P R O D U C T S W O R T H Y O F A N



Acoustics play an important role in selling GAROD Radios. That's why Bell Electronics, Inc., New York Distributors of GAROD, have installed Softone Acoustical Tile in their showrooms.

James A. Phillips, Inc., Installation Contractor, N. Y. C.

Sohn & Weston, Architects, Brooklyn, N. Y.



NATIONAL BISCUIT COMPANY of New York City has installed 60,000 square feet of Softone Acoustical Tile on the ceilings of their General Offices. The result:—Less Noise . . . Greater Efficiency.

Installed by William J. Scully

TYPE IDENTIFICATION OF SOFTONE TILE UNITS

Type A

"Cemented"
Size 12"x 12"x 1"
Beveled 4 sides
Not kerfed
Slotted 2 opposite sides
Painted or unpainted

Type B

"Cemented"
Size 12"x 12"x 1"
Not beveled
Not kerfed
Slotted 2 opposite sides
Painted or unpainted

Type 1010

"Cemented"
Size 10"x 10"x 15/16"
Beveled 4 sides
Not kerfed
Slotted 2 opposite sides
Painted or unpainted

Type 612

"Cemented"
Size 6"x 12"x 1"
Beveled 4 sides
Not kerfed
Painted or unpainted

Type F

"Famco"
Size 12"x 24"x 1"
Beveled 4 sides
Kerfed 4 Sides
Center scored
Painted or unpainted

Type H

"Cemented"
Size 12"x 24"x 1"
Beveled 4 sides
Not center scored
Kerfed 4 sides
Painted or unpainted

Type I

"Famco Border"
Size 12"x 24"x 1"
Beveled 2 long sides
Square 2 short sides
Kerfed 4 sides
Not center scored
Painted or unpainted

Type J

"Famco"
Size 12"x 24"x 1"
Not beveled
Square edge 4 sides
Kerfed 4 sides
Not center scored
Painted or unpainted

Width of Bevel: 3/16"

Available in 8 colors.

SEE NEXT PAGE FOR
FAMCO FEATURES

ARCHITECT'S RECOMMENDATION





"FAMCO" MATERIALS AND SERVICES

"FAMCO" presents a variety of erection systems especially designed to cover the field of Sound and Thermal Insulation. This system, for the mechanical erection of suspended ceilings, permits the mechanical fastening of Acoustical and Thermal Tile directly to the underside of existing ceilings.

Constant research and development of our product keeps pace with the latest improvements in acoustical and insulation tile and perforated pans. These erection systems have been developed through years of laboratory and field research, offering the best possible solutions to the many problems encountered.

This superior method for erecting ceiling tile offers advantages in old as well as new structures. It can be installed directly over sheet metal ceilings without its removal. Because of its greater flexibility and fewer parts—ceilings are easily and more quickly installed in perfect alignment and at lower cost.

Competent engineering service is available to assist the architect, without obligation, on any problem involving the erection of acoustical and thermal materials.

SUGGESTED SPECIFICATIONS

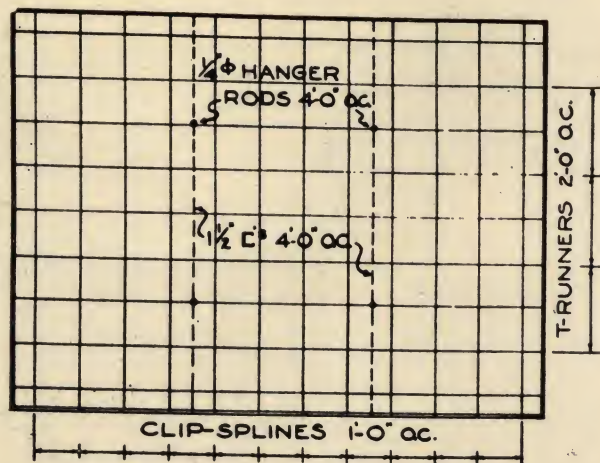
WORK INCLUDED: List and locate all areas of walls and ceilings to be covered with acoustical tile.

MATERIAL: Insert the name and type of acoustical tile to be installed (non-combustible tile is recommended for all suspended acoustical ceilings and most building codes in the various cities insist that such tile be used when suspended without benefit of fireproof base above acoustical tile). All tile shall be 12" x 24", center grooved to simulate the appearance of 12" x 12" tile.

INSTALLATION: The acoustical contractor shall furnish and install 1½ in. x .0625 cold formed carrier channels, painted, 7/16 in. flange outside measurement, accurately leveled, and spaced not over 4 ft. on centers, with first channel not over 4 ft. from wall line. Round mild steel hanger rods, 3/16 in. diameter for supporting the channels shall be furnished and placed by general contractor in locations as designated by acoustical contractor. Hanger rods shall be spaced approximately 4 ft. on centers both ways. The acoustical contractor shall furnish and attach "FAMCO" tee-runners 2 ft. on centers at right angles to the carrier channels with special "FAMCO" channel clamps. "FAMCO" clip-splines shall be furnished and placed in long edge of factory-kerfed acoustical tile, and snapped into the tee-runners. Fibre splines shall be inserted between adjacent tile in slots provided on the 12 in. edges of tile, to inhibit breathing.

The acoustical contractor shall furnish and place special wall plate for supporting the tee-runners, 1½ in. channels and acoustical tile at intersection of tile with vertical surfaces. The acoustical contractor shall place appropriate molding as specified and furnished under Mill Work.

*"FAMCO" tee-runner splices shall be inserted in the abutting ends of tee-runners.



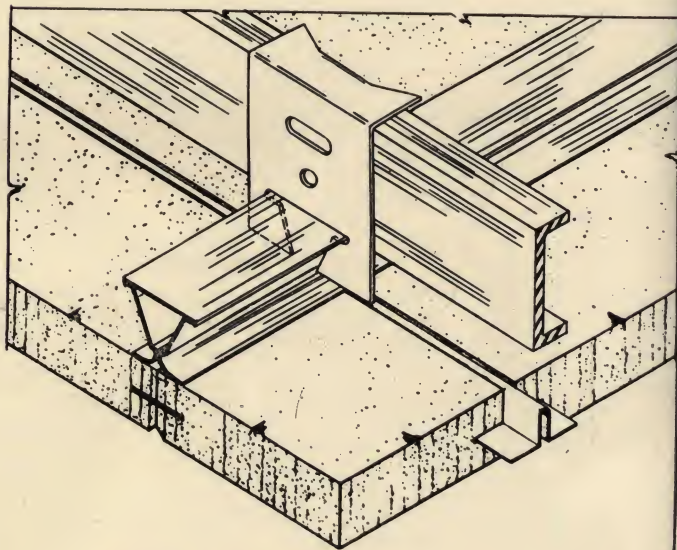
TYPICAL REFLECTED CEILING PLAN
12' x 24', CENTER GROOVED, ACOUSTICAL TILE

ERECTION INSTRUCTIONS

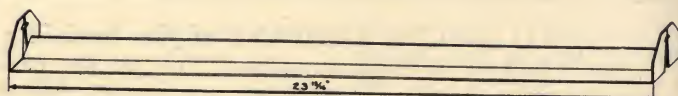
Measure ceiling area and determine location of channel grillage and ceiling height — then erect tile in 4 simple steps as follows:

1. PLACE WALL PLATE at proper height on all vertical surfaces.
2. ERECT CHANNEL GRILLAGE (place first channel a maximum of 4'-0" from wall — channels usually run LONG way of room).
3. PLACE TEE-RUNNERS (start at center of ceiling and work both ways — first runner will be on C or 6" off C depending on border treatment).
4. PLACE CLIP-SPLINE IN TILE AND SNAP INTO TEE-RUNNER (Tile are factory grooved).

NOTE: The system is self-aligning, but can be moved or adjusted by driving to desired location. Cut clip-splines to fit border tile.

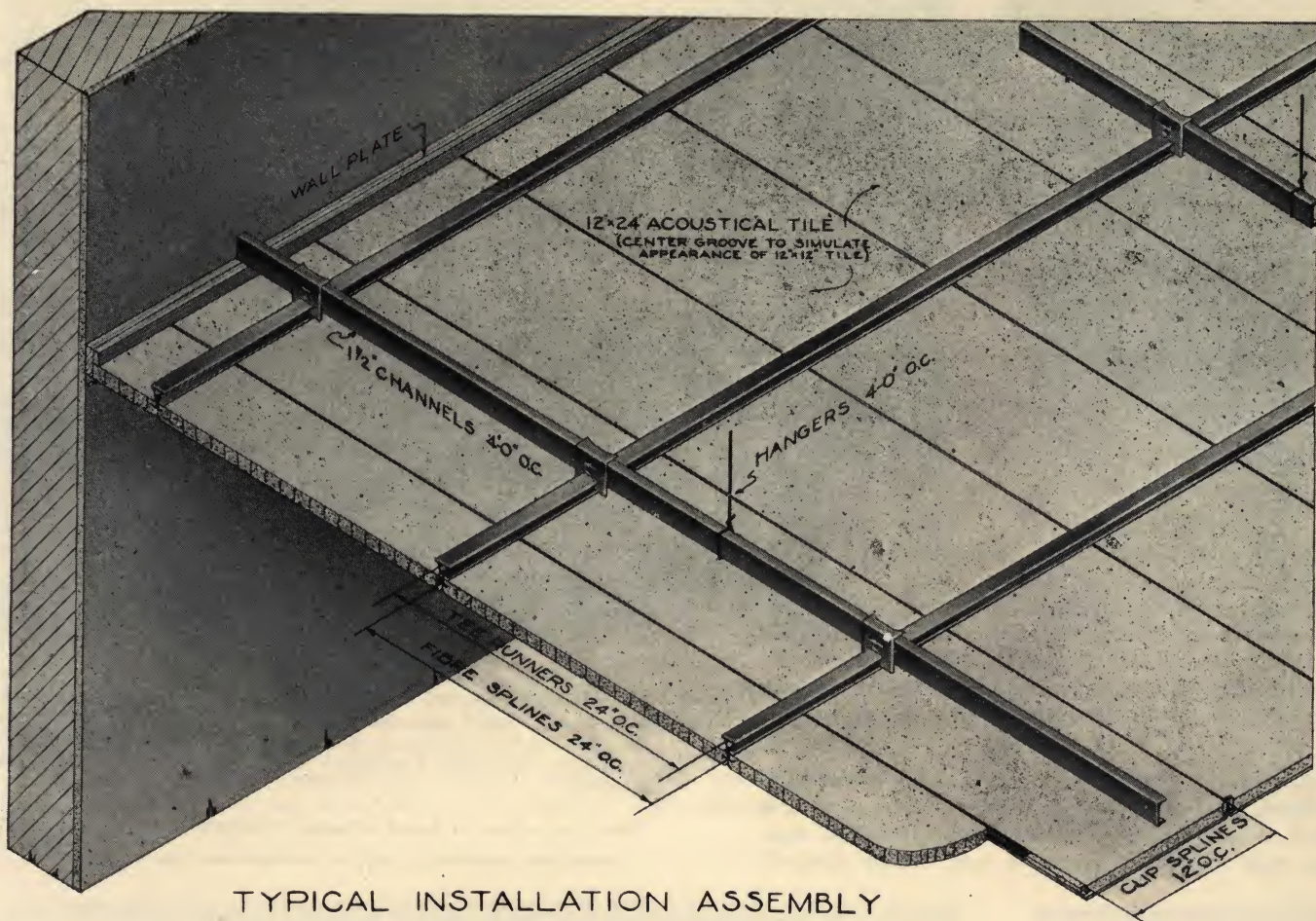


LARGE SCALE ASSEMBLY DETAILS

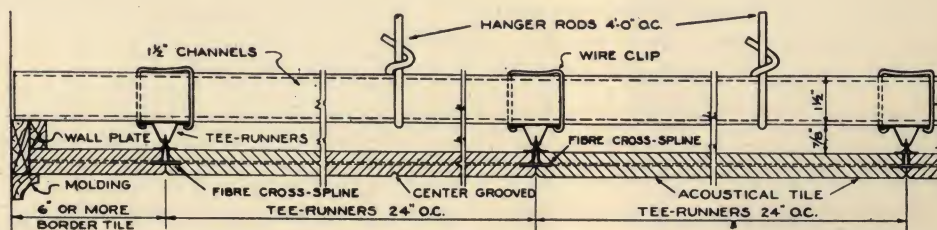
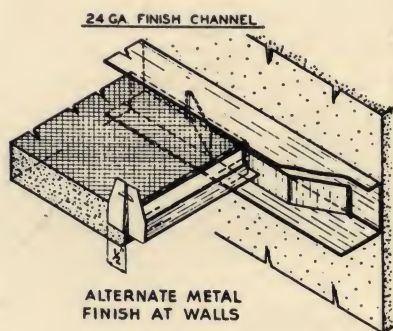


No.-421

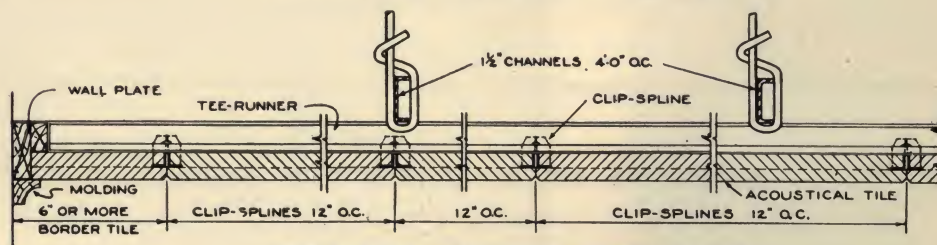
P R O D U C T S W O R T H Y O F A N



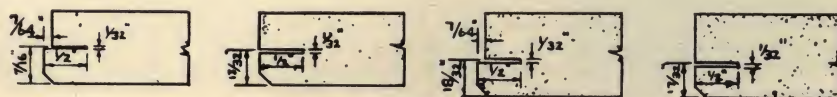
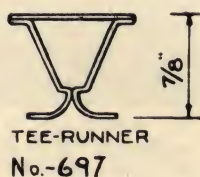
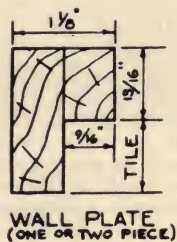
TYPICAL INSTALLATION ASSEMBLY



TRANSVERSE SECTION THRU CEILING



LONGITUDINAL SECTION THRU CEILING



TRANSVERSE SECT. LONGITUDINAL SECT. TRANSVERSE SECT. LONGITUDINAL SECT.
TILE UP TO $\frac{7}{8}$ " THICK TILE OVER $\frac{7}{8}$ " TO 1" THICK
KERFING OF ACOUSTICAL TILE FOR FAMCO SYSTEM

"Famco" manufacturing rights owned by Famco, Inc., Moline, Illinois



THE MODERN PLASTER THAT MEETS THE MOST ADVANCED ARCHITECTURAL REQUIREMENTS!

SOFTONE offers a simple and inexpensive solution to the problem of permanently applying a fine appearing, acoustical efficient material to any type of surface—flat, curved or irregular. Because of its extreme simplicity of installation (applied like regular plaster), it can be applied to any clean surface free from loose particles, dust or oil.

SOFTONE is mixed with water and troweled directly to wood, metal, brick, tile, rock lath, plaster or concrete—producing the most pleasing results. Its high bonding strength assures permanent adhesion without the use of any type of mechanical bond. **SOFTONE** plaster is used both for the scratch and finish coats. A one inch thickness is applied to walls and ceilings in two coats.

When applied, **SOFTONE** produces a light warm gray stipple finish, fine or coarse as desired, that can be left unpainted or can be finished with any standard non-bridging resin emulsion paint to any shade desired.

SOFTONE PLASTER CHARACTERISTICS

ACOUSTICAL EFFICIENCY: **SOFTONE** possesses a high coefficient of noise reduction ranging from .65 to .80.

APPEARANCE: **SOFTONE** fine grain surface gives ceilings and walls a luxuriant finish.

VERSATILITY: **SOFTONE** was developed to meet specific insulation and acoustical requirements. Its use in varying thicknesses will cover a wide range as of job requirements.

BONDING STRENGTH: **SOFTONE** Plaster has the highest bonding strength in the plastic insulation field. It will adhere to any clean surface, whether smooth, curved or irregular.

LOW MAINTENANCE: **SOFTONE** is a "non-breathing" material that stays cleaner longer because dust and dirt are stopped on the surface. Can be readily washed or cleaned with any standard wall paper cleaner.

PAINTING: **SOFTONE** may be painted many times without noticeably effecting the acoustical or insulation efficiency. Spray painting is preferable, but either method may be used.

MOISTURE RESISTANT: **SOFTONE** will not shrink,

SANITARY: **SOFTONE** will not harbor vermin or permit fungus growth.

INCOMBUSTIBILITY: **SOFTONE** is incombustible, has successfully withstood a flame test of 2800° F. for one hour.

MODERATE COST: **SOFTONE** works easily and like ordinary plaster can be applied to any clean surface, such as brick, rock lath, metal lath, concrete, cement blocks, etc. A one inch thickness of **SOFTONE** can be applied to walls and ceilings in two coats. No other operations are necessary. **SOFTONE** dries quickly.

Write for copies of latest laboratory reports to:

AMERICAN ACOUSTICS, INC., 74 Trinity Place, New York 6, N. Y.

SOUND ABSORPTION COEFFICIENTS

Thickness	Sample	COEFFICIENTS						Noise Red. Coef.
		128	256	512	1024	2048	4096	
1"	1	.42	.79	.66	.64	.82	.87	.75
¾"	2	.50	.86	.74	.67	.81	.92	.75
½"	3	.44	.24	.26	.44	.78	.93	.45
¾"	4	.46	.90	.78	.70	.83	.91	.80
1"	5	.50	.89	.75	.70	.87	.87	.80

Sample 1 on metal lath; Sample 2 on metal lath;
Sample 3 on ¾" gypsum wallboard; Sample 4 on metal lath; Sample 5 on metal lath.

SUGGESTED SPECIFICATIONS FOR SOFTONE ACOUSTICAL PLASTER

WORK INCLUDED: All wall and ceiling areas as indicated in the room finish schedule or as otherwise noted in plans and specifications shall be covered with two coats of **SOFTONE** Acoustical Plaster, or equal, as described hereinafter.

MATERIAL: The Acoustical plaster shall be **Softone** as manufactured by American Acoustics, Inc. The material will be furnished premixed at the factory in bags containing sufficient material for two square yards 1" thick. It shall be composed of finely ground fillers with a mineral cement binder together with an aerating agent to insure a light weight body filled with air cells. The material will not ignite or support combustion and when set, form a non-breathing, smooth firm surface sufficiently strong to resist normal use. The thermal conductivity shall be not less than

.51. It shall have a noise reduction coefficient of not less than .80 for one inch thickness on metal lath.

The finish surface of the plaster shall be of a porous texture, free from waves, ridges, or depressions and when dry ready to receive a paint finish.

APPLICATION: **Softone** Acoustical Plaster shall be applied directly to metal lath, rock lath, cement blocks or concrete. Full instructions are furnished by the manufacturer for mixing and applying the product. The scratch coat is usually ¼" thick while the finish coat can be applied as much as 1" thick in one operation. All work to be performed in a satisfactory and workmanlike manner, erected by approved and experienced applicators according to manufacturer's instructions.

P R O D U C T S W O R T H Y O F A N



Eating becomes a pleasant pastime at LORD & TAYLOR'S BIRD CAGE RESTAURANT in Mamaroneck, New York because its distinctive, charming atmosphere is fully appreciated by patrons who relax as they dine. The Softone Acoustical Plaster ceiling with its "Bird-motif" throughout, lends an atmosphere of elegance and charm.

Starrett & Van Vleck, Architects, Raymond Loewy Associates, Interior Designers

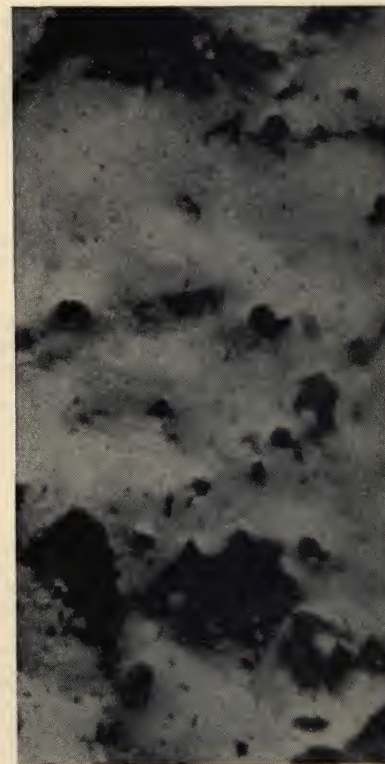


Actual size photograph of Softone Acoustical Plaster.



SOFTONE Acoustical Plaster combines with smart design, to give quiet dignity to the Executive Offices of the CONTAINER CORPORATION OF AMERICA, Chicago, Illinois.

Architect: Morton L. Pereira & Associates, Chicago, Illinois



Softone Acoustical Plaster magnified 18 times to show the interstices in which sound waves are trapped.

ARCHITECT'S RECOMMENDATION



THE MODERN MULTI-PURPOSE PLASTER THAT PERFORMS WELL IN . . .

FACTORIES, HOUSING PROJECTS, ENGINE ROOMS, SHIPS, SHEET METAL BUILDINGS (QUONSET HUTS), CONCRETE BLOCK WALLS, STORAGE TANKS, AIR DUCTS, PRE-FABRICATED HOUSES, BOILER ROOMS, AND LOADING DOCKS.

ATOZ CHARACTERISTICS

INCOMBUSTIBILITY: ATOZ is incombustible, has successfully withstood a flame test of 2800° F. for one hour.

INSULATION EFFICIENCY: ATOZ has shown, through recent laboratory reports, to have a thermal conductivity of .51 B.T.U. This high value assures large economies in fuel costs during cold months and beneficial cooling effects in summer.

BONDING STRENGTH: ATOZ Plaster has the highest bonding strength in the plastic insulation field. It will adhere to any clean surface, whether smooth, curved or irregular.

VERSATILITY: ATOZ was developed to meet specific insulation and acoustical requirements. Its use in varying thicknesses will cover a wide range as to job requirements.

ACOUSTICAL EFFICIENCY: ATOZ possesses a high coefficient of noise reduction ranging from .65 to .80.

APPEARANCE: ATOZ fine grain surface gives ceilings and walls a luxuriant finish.

LOW MAINTENANCE: ATOZ is a "non-breathing" material that stays cleaner longer, because dust and dirt are stopped on the surface. Can be readily washed or cleaned with any standard wall paper cleaner.

PAINTING: ATOZ may be painted many times without noticeably affecting the acoustical or insulating efficiency. Spray painting is preferable, but either method may be used.

MOISTURE RESISTANT: ATOZ will not shrink, warp, bulge or swell.

SANITARY: ATOZ will not harbor vermin or permit fungus growth.

MODERATE COST: ATOZ works easily like ordinary plaster, and can be applied to any clean surface, such as brick, rock lath, metal lath, concrete, cement blocks, etc. A one inch thickness of ATOZ can be applied to walls and ceilings in two coats. No other operations are necessary. ATOZ dries quickly.

For copies of latest laboratory reports, write to:

AMERICAN ACOUSTICS, INC., 74 Trinity Place, New York 6, N. Y.

TECHNICAL DATA

K. Factor: AV. .40

Adhesion: 41.7 lbs. square inch

Modulus of rupture: 125 lbs. sq. in.

Compressive strength: 97 lbs. sq. in.

Sound absorption: .40 to .90 at 512 c.p.s.

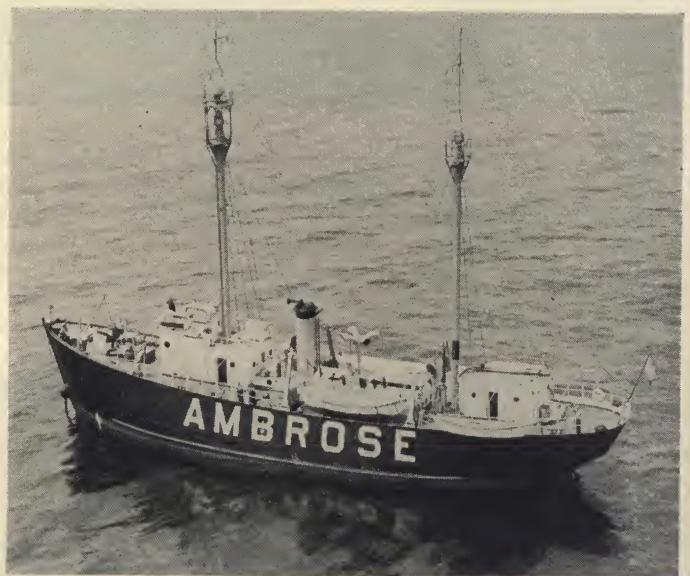
Thermal conductivity: .51 B. T. U.

ATOZ—is a patented dry mix formula of finely ground cork and fire proof minerals that is easily prepared for use by adding only water. When mixed according to directions, the contents of a 35 pound bag will cover two square yards to a thickness of 1" (can be done in two coats.) A layer 1" thick weighs only 1.7 lbs. per square foot.

ATOZ—combines the porosity of cork created by nature, with millions of air cells created by science, to form one of the world's finest insulating materials. In the mixing process, each granule of cork is coated with a fireproof mineral shell; tiny aircells are formed between these coated granules by an aerating agent as the material is chemically activated.

THERE IS NO GUESS WORK WITH ATOZ—THE RESULTS ARE ALWAYS UNIFORM.

Official Coast Guard Photo



ALL'S WELL! Installed in the wash room of the famous AMBROSE LIGHTSHIP more than 18 months ago, ATOZ is performing where competitor materials have failed. ATOZ meets or surpasses engineers' and architects' rigid specifications even under the most adverse conditions.

SUGGESTED SPECIFICATIONS FOR ATOZ INSULATING PLASTER

WORK INCLUDED: All wall and ceiling areas as indicated in the room finish schedule or as otherwise noted in plans and specifications shall be covered with two coats of ATOZ Insulating Plaster, or equal, as described hereinafter.

MATERIAL: The insulating plaster shall be Atoz as manufactured by American Acoustics, Inc. The material will be furnished premixed at the factory in bags containing sufficient material for two square yards 1" thick. It shall be composed of finely ground fillers with a mineral cement binder together with an aerating agent to insure a light weight body filled with air cells. The material will not ignite or support combustion and when set, form a non-breathing, smooth firm surface sufficiently strong to resist normal use. The thermal conductivity shall be not less than .51. It shall have a noise reduction coefficient of not less than .85 for one inch thickness on metal lath, and a sound absorption coefficient of not less than .80. The finish surface of the plaster shall be of a porous texture, free from waves, ridges, or depressions and when dry ready to receive a paint finish.

APPLICATION: Atoz insulating plaster shall be applied directly to metal lath, rock lath, cement blocks or concrete. Full instructions are furnished by the manufacturer for mixing and applying the product. The scratch coat is usually 1/4" thick while the finish coat can be applied as much as 1" thick in one operation. All work to be performed in a satisfactory and workmanlike manner, erected by approved and experienced applicators according to manufacturer's instructions.

PRODUCTS WORTHY OF AN ARCHITECT'S RECOMMENDATION

Digitized by:



ASSOCIATION
FOR
PRESERVATION
TECHNOLOGY,
INTERNATIONAL
www.apti.org

BUILDING
TECHNOLOGY
HERITAGE
LIBRARY

<https://archive.org/details/buildingtechnologyheritagelibrary>

From the collection of:

Carol J. Dyson, AIA